

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE

120 Park Avenue, New York, N.Y. 10017

OFFICE Schaumburg, IL

RICK

TO: Robert Roper Jr.
From: Rene' Miller
Subject: Marlboro - Outdoor Walking Tall

Date: January 17, 1984

Dan Arnold Vice President of Exel Sales Inc., located at Two Continental Towers Suite 104, 1701 Gulf Road in Rolling Meadows, IL, an 8 store convenience store chain has expressed an interest in our Marlboro outdoor walking tall sign.

A vacant lot adjacent to one of the stores in Rockford, IL would certainly be a high visibility location (please refer to the attached traffic count map).

I would greatly appreciate any information you can provide to fulfill Mr. Arnold's request.

Sincerely,

Rene Miller

Rene' Miller
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